



Updated December 2024

ITV CREATIVE GUIDELINES:

Content Delivery Requirements for Marketing Programmes

To be used in conjunction with the Schedule D. ITV Creative is set up to receive all content for marketing purposes by file. ITV Creative can either access the completed programme from TVT, or receive your work in progress content via a Landing Pad.

1. General Information

- ITV Creative are responsible for the production of all owned and paid marketing campaigns for ITV programmes across all channels and platforms, as well as producing content for internal and external commercial clients and partners.
- The level of a programme's marketing support is set by the Marketing Team according to the business strategy.
- If there is a marketing campaign planned, programme production will be required to deliver content to ITV Creative as part of their deliverables and at a cost to the Production (as per the requirements listed in the Schedule D).
- To enable early marketing support for programmes, ITV Creative timings are often in advance of the contracted programme delivery timings so this needs to be factored into production schedules. This can range from 6 week to 6 months prior to show TX
- Marketing campaigns will require footage or assets a MINIMUM of 6 weeks prior to the programme's first transmission date (unless the programme is live or due to deliver very close to TX. If this is the case there will need to be early discussions with a member of the ITV Creative to agree what content can be made available or whether there are any opportunities with talent to help promote the programme) The production contact in ITV Creative will reach out to programme production to discuss in detail.

2. Footage Requirements

- COMPLETED PROGRAMMES – where a programme is already delivered to ITV, ITV will make available this content to ITV Creative for the purpose of creating promotional content for your programme. In addition ITV Creative may also require additional content or assets to be sent via the Landing Pad portal on request.
- INCOMPLETE PROGRAMMES/WORK IN PROGRESS – where a programme is still work in progress upon the reasonable request of ITV Creative, the Producer will supply to ITV Creative with costs covered by the Production, any or all of the following materials, including associated metadata:
 - i. Any such rushes, rough cuts and fine cuts or graphical elements of the programme as are available and may be reasonably required by ITV Creative towards the making of networked promotional trailers or other marketing collateral for the programme
 - ii. Split track audio files of music and dialogue
 - iii. Theme music if it has not been edited onto the Programme (where requested)
 - iv. Off air content to be used for marketing for the programme e.g. stills, press, trade, internal industry presentations etc. (where requested)

3. Delivery Method into ITV Creative for incomplete programmes/work in progress content

With the exception of Off air content (excluding stills) and end credits which should be delivered as agreed with TV Media team (media-planning-operations-group@itv.com), all video, audio and graphical content should be delivered via the ITV Creative Landing Pad portal.

This can be accessed from the following link using your web browser:

<https://itvcreativelandingpad.mediashuttle.com>

Supported web browsers are:

- Chrome (latest version)
- Safari (latest version)
- Microsoft Edge (latest version)
- Mozilla Firefox (latest version)

The portal will confirm by email that the transfer has been completed successfully – please keep this email notification as receipt of your file upload.

User Guides: Links are available via the Landing Pad portal and from the below URL:

<https://www.itv.com/commissioning/articles/content-delivery-to-itv-creative>

More info: You can also find the Schedule D, comprehensive technical guides and Landing Pad user guides on the ITV Commissioning/Producer's Guidelines page:

<http://www.itv.com/commissioning/guidelines/producers-guidelines>

If you require any additional information please contact your ITV Creative production contact. Details of whom you should contact are provided later in this document.

4. ITV Creative Video File Technical Specification

For Completed and WIP content our preferred format is AVC Intra MXF file (either in HD or SD).

However for WIP content we can also accept Apple ProRes, DNX and MPEG files. Any formats outside of the technical specs below will unfortunately need to be rejected - ITV Creative Production will contact you to let you know if there's an issue with your files and that we need them resending as one of the 4 accepted formats.

Audio should be Stereo - discrete tracks. If mono originated sound is used, it must be recorded as dual mono, so that it may be handled exactly as stereo. It must meet all the stereo standards regarding levels, balance and phase.

If you have any questions about file formats please don't hesitate to discuss this directly with your ITV Creative contact.

4. ITV Creative Video File Requirements

AVC Intra Preferred Formats (HD or SD files can be sent) - Completed programmes and WIP content

AVC Intra	HD Content	SD Content
File Wrapper	MXF	MXF
Essence Wrapping	HD AVC-Intra 100 Mbit/s	SD D-10 50 Mbit/s
Video Format	1080i50	576i50
Aspect Ratio	16:9	16:9
Timecode Mode	Non-drop frame	Non-drop frame
Default Timecode	10:00:00:00	10:00:00:00
Frames per second	25fps	25fps
Video Codec parameters	High 4:2:2 level 4:1	4:2:2 P@ML
GOP Structure	I-Frame only	i-Frame only
Audio Encoding	PCM	AES3
Audio Channel Arrangement	Stereo - Discrete audio tracks	Stereo - Discrete audio tracks

For WIP content - ITV Creative can also accept the following:

Pro Res	HD Content	SD Content
File Wrapper	QuickTime.mov	QuickTime.mov
Essence Wrapping	ProRes	ProRes
Video Format	1080i50	720x576
Aspect Ratio	16:9	16:9 FHA
Timecode Mode	Non-drop frame	Non-drop frame
Default Timecode	10:00:00:00	10:00:00:00
Frames per second	25fps	25fps
Video Codec parameters	4:2:2 or higher	4:2:2 or higher
GOP Structure	i-Frame only	i-Frame only
Audio Encoding	PCM	PCM
Audio Channel Arrangement	Stereo - Discrete audio tracks	Stereo - Discrete audio tracks

DNX	HD Content	SD Content
File Wrapper	QuickTime.mov	N/A
Essence Wrapping	DNxHD 120 or higher	N/A
Video Format	1080i50	N/A
Aspect Ratio	16:9	N/A
Timecode Mode	Non-drop frame	N/A
Default Timecode	10:00:00:00	N/A
Frames per second	25fps	N/A
Video Codec parameters	4:2:2 or higher	N/A
GOP Structure	i-Frame only	N/A
Audio Encoding	PCM	N/A
Audio Channel Arrangement	Stereo - Discrete audio tracks	N/A

MPEG	HD Content	SD Content
File Wrapper	MXF	MXF
Essence Wrapping	MPEG-2 HD 422	IMX50 D10
Video Format	1080i 50	576i50
Aspect Ratio	16:9	16:9
Timecode Mode	Non-drop frame	Non-drop frame
Default Timecode	10:00:00:00	10:00:00:00
Frames per second	25fps	25fps
Video Codec parameters	4:2:2/Level: High	4:2:2P@ML
GOP Structure	Interframe - Long GOP	I-frame only
Audio Encoding	PCM	PCM
Audio Channel Arrangement	Stereo - Discrete audio tracks	Stereo - Discrete audio tracks

ITV Creative Audio File Requirement i.e. v/o, narration, Sync, Music, Sound SFX, M & E, Final Mix

	Audio
Audio stems format	BWAV
Audio Sampling Frequency	48KHz
Audio Bit Depth	24-bit

5. End Credit Requirements:

- The details of the end credits must include:
 - i. Start time code
 - ii. Duration and note of suitability for continuity event, i.e. voice-over or squeeze
 - iii. Last credit description
 - iv. Reprise present after end credits v. A description of the Producer's logo and end credit caption
 - vi. Details of artists/presenters or celebrities in the Programme that are featured in current

End credit durations should be a minimum of 27 seconds unless special dispensation has been agreed with Media Planning. Please contact media-planning-operations-group@itv.com to request this.

6. Clearance for ITV Creative

In accordance with the obligations contained in the Terms of Trade - General Terms (<http://www.itv.com/commissioning/guidelines/terms-of-trade>), all material supplied to ITV Creative must be cleared for promotional use by the Producer and at the sole cost to the Producer.

Where material cannot be cleared for reasons other than cost, a log of cleared and uncleared material must be supplied to ITV Creative (or a copy of the 'Programme as Completed' (PASC) form or Programme Information pack).

7. ITV Creative Useful Contacts:

Please contact the following *ITV Creative Production Team members* if you have a query about providing marketing content for promos or have a query about the delivery method:

For ITV Creative General Production and Operations Queries: phoenixsupport@itv.com

Content for ITV Creative

For single scene clip queries please contact: itvmarketing-asset-delivery-group@itv.com

For ITV Creative Landing Pad technical assistance: phoenixsupport@itv.com

For End Credit Special Dispensation: Email Media Planning on media-planning-operations-group@itv.com